



Volume 6, Issue 5

September 2005

On the Frontlines

Momentum builds for annual conference

Registrations are pouring in for the Washington Tobacco Prevention and Control Program's 2005 annual conference, ***Building on Success: The Opportunities Ahead***, Nov. 2-4 at the Marriott Hotel in Sea-Tac. The conference is free for program contractors, local coalition members, advocacy partners, elected officials, and others interested in tobacco prevention and control.



Seating in workshops is limited and will be filled on a first-come, first-served basis. Register online at www.quitline.com/conference2005. Registration closes October 18. A [special rate](#) on guest rooms at the Marriott is available until October 11.

This year's lineup includes addresses by Secretary of Health Mary Selecky, Gov. Christine Gregoire, and Mitch Zeller, former vice president of the American Legacy Foundation; Selecky Awards presentations; cutting-edge workshops; a pre-conference training day (Nov. 2) with topics that will provide both experienced and new tobacco prevention professionals with needed skills; and opportunities to network with colleagues.

Representatives of Tobacco Program contractors are required to attend the second and third days of the conference, and the trainings the pre-conference day are highly recommended.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

In This Issue

On the Frontlines

[Photos for video due](#)

[Conference poster abstracts](#)

[Special conference trainings](#)

Hot Topics

[Smoking affects the unborn](#)

[Scene stealers](#)

[Federal lawsuit update](#)

[Candy-flavored cig alert](#)

Need to Know

[Information for Tobacco Program contractors](#)

[New youth campaign](#)

[Smoke-free listing grows](#)

[Stick it to Kick it](#)

[House of Blues](#)

[Smoke-free days](#)

Resources

[Resource center expands](#)

[Quit line video](#)

[New Clearinghouse items](#)

[Online newsletter](#)

[Other online resources](#)

Send photos for conference video by Sept. 23

The annual conference will include a special video recapping five years of the Tobacco Prevention and Control Program. Photos of tobacco prevention and control activities and people over the past year can be submitted for possible inclusion in the show. Action photos are preferred.

Digital photos smaller than 8mg total file size can be submitted by email to wright@olywa.net. Larger files (on cd) and photographic prints can be mailed to Wright Communications Inc., 1615 E. Fourth Ave., Olympia, WA 98506. Include return address information if you'd like your submissions returned.

Conference poster abstracts deadline extended

The Tobacco Program is looking for success stories from contractors to highlight in posters at this year's conference. The posters will focus on marketing local successes, different from past years when the posters were research based.

If you missed the deadline but still want to submit, contact Hallie West at hallie.west@doh.wa.gov with a brief description of a local tobacco prevention activity you feel is an accomplishment or success, a promising practice, a "lesson learned", or a demonstration of a "best practice". Keep the description brief and you will be contacted with more information.

Selecty Awards nominations underway

The Selecty Awards recognize outstanding achievement in tobacco prevention and control in Washington State. The awards first began in 2001 and are named after one of Washington State's tobacco prevention champions, Secretary of Health Mary Selecty.

At the 2005 conference, Selecty Awards will be given to partners who have contributed to tobacco prevention and control progress in their local communities. Tobacco Program contractors can nominate a local partner who is not a contractor, describing the contributions made by that partner. Tobacco Program staff will make the final selections.



Secretary of Health
Mary Selecty

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Tobacco Program collaborates with DASA on trainings

Cross-program, cross-agency collaboration is the driving force behind two three-hour trainings on November 2 at the Tobacco Program's annual conference. Jonathan Foulds, Director of the Tobacco Dependence Program, University of Medicine and Dentistry of New Jersey School of Public Health will conduct both trainings. The Division of Alcohol and Substance Abuse (DASA) is sharing the cost of bringing Foulds to the conference.

A morning session called *Tobacco, Addiction, and Mental Health* targets substance abuse, mental health, and tobacco prevention practitioners; the afternoon session, *Challenges and Opportunities with Nicotine-free Treatment*, is aimed more toward clinic directors. DASA Director Kenneth Stark will co-present the afternoon session, which will be introduced by Assistant Secretary of Health Patty Hayes.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Hot Topics

Smoking affects the unborn

A recent study published in the online *BMC Pediatrics Journal* shows that both active maternal smoking and secondary maternal exposure can lead to increases in certain fetal mutations.

[View the study.](#)

Scene stealers

Kids imitate what they see in movies. Reviews of movies based on smoking content are available at www.SceneSmoking.org, home of the American Lung Association of Sacramento - Emigrant Trails' *Thumbs Up! Thumbs Down!* Project.

Department of Justice Lawsuit

A comprehensive overview and other resources about the Department of Justice lawsuit against the tobacco industry are available from the Tobacco Control Network at www.ttac.org/TCN/materials/pdfs/DOJ_Update_Publisher_Newsletter.pdf.

Candy-flavored cig alert

The American Lung Association released a new tobacco policy trend alert on candy-flavored cigarettes, "From Joe Camel to Kauai Kolada – The Marketing of Candy-Flavored Cigarettes." The report summarizes the history of different flavorings in cigarettes, provides evidence of how these new types of cigarettes appeal to youth, and describes state and federal efforts to prohibit their sale. View the report at <http://slati.lungusa.org/alerts.asp>.

For the latest tobacco-related news stories, visit www.unfilteredTV.com.

Need to Know

Youth prevention media campaign: "Kissing a smoker is just as gross"

The Department of Health's 2005-06 youth prevention advertising campaign kicks off statewide October 3. The new campaign will feature the social consequences of smoking – a departure from previous strategies aimed at the physical dangers of tobacco use.

Research

Exploratory research was gathered from focus groups and on-the-street interviews conducted with youth in Seattle, Tacoma, and Spokane. The research showed that:

- Youth are now extremely educated on the health consequences of tobacco use.
- They are aware of the health reasons NOT to smoke.
- They justify smoking by saying it is the least of their problems (drugs, alcohol, grades, parents, relationships, etc.)
- Some at-risk youth admit to liking to do "dangerous" activities.

[Return to top](#)

The one common denominator that surfaced was the importance of boyfriend/girlfriend relationships. Who's attractive and why, how to be more attractive, who's seeing whom and why, and the opinions of others are typical concerns. The campaign is aimed at those relationship concerns and will target 12- to 14-year-olds, with "spillover" to ages 9 to 11 and 15 to 18. The junior high/middle school transition is the time when kids are susceptible to outside pressures and influences.

Stop-motion animation

The new campaign has no live actors in the TV spots, using instead a process called stop-motion animation. Bent Image Lab of Portland, the production company responsible for the TV ads, is one of the top firms in the world using this type of technology.

The scenes were shot on miniature sets with dolls that are only 10 inches tall. Artists created the dolls, furniture, and scenery in intricate detail.

In both TV spots, boy and girl "dolls" represent junior high kids. In a park scene and a recreation room scene the boy and girl appear to be just about ready to kiss, when one of them pulls back and instead

does something "gross", such as eating a cat hairball or biting into a dead possum. When they come back to complete the kiss, the other partner backs off and walks away. A tag line appearing on a park sign and on the recreation room TV screen says, *Kissing a smoker is just as gross!*



An animation technology that uses handcrafted dolls is featured in the new youth campaign.

Different variations of the "gross" theme will be carried through various mediums – billboards, transits, banners, postcards, and online. The radio ads will include gross noises, and billboards and transit signs will include a boy with a dirty gym sock hanging from his mouth. The TV ads will also be running in movie theaters during the November-December holiday season.

New micro Web site

The campaign includes the debut of a new youth micro Web site, Ashtraymouth.com, which was a big hit with the focus groups. It is expected to feature the "Gross Gallery" (photos of disgusting things that are as gross as smoking), an interactive game that provides chances to pitch gross items into an opponent's mouth, and a link to www.UnfilteredTV.com.

Favorable ratings

The campaign tested very favorably with 12- to 14-year-old kids. Adults may not "get it" or "like it" – that's OK; it's not for them. The youths said the dolls and Web site would be the "talk of the schools" and there would be good potential for peer-to-peer dialog about the campaign and the anti-tobacco message. In addition, the ads are expected to be effective with both youth smokers and non-smokers.

A fact sheet will be mailed in advance of the campaign startup to all tobacco program coordinators, and, when possible, there will be color attachments of the various "pieces" involved in the campaign.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Smoke-free restaurant listing grows

The Tobacco Program's online listing of smoke-free restaurants in Washington continues to expand with more than 6,038 establishments now listed at www.secondhandsmokesyou.com.



The Web site contains an interactive map that lets users click on their county and find out where they can enjoy a meal without the hazard of secondhand smoke.

Not surprisingly, larger counties have more listings – King County has 1,753 – but smaller counties, such as Asotin (19), Benton (45), and Grant (85), are also recognizing the value of the listing and in helping make local establishments free of harmful secondhand smoke.

For more information, contact Scott Schoengarth, at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Phase II of "Stick it to Kick it" kicks in

The second phase of the "Stick it to Kick it" campaign, promoting free nicotine replacement therapy for 18- to 29-year-olds, launched in early September with another radio DJ quitting smoking "on-air" and outreach to community colleges.



Washington State Department of Health
Tobacco Quit Line 877-270-STOP (786)
Free patches or nicotine gum
for smokers age 18-29
Stick it to Kick it
QUITLINE.COM

As a result of the overwhelming response from the Spokane area during last year's on-air campaign, DJ Raizin from KFNK 104.9 FM, the "Funky Monkey", has been recruited to chronicle his quit process for southern Puget Sound audiences. The Funky Monkey reaches Pierce, Thurston, and south King counties. The campaign will run from September until November.

In addition, students at 19 community colleges statewide received a community college-specific Tobacco Quit Line magnetic calendar and a nicotine replacement therapy flyer at meetings with guidance counselors at the beginning of the school year.

Nicotine replacement therapy flyers are available to tobacco prevention coordinators for distribution in communities. Please provide information as to how and where the flyers will be distributed to reduce distribution overlap and ensure accurate measurement.

The "Stick It to Kick It" campaign offers Washington smokers between the ages of 18 to 29 the opportunity to enroll in a free program to quit using tobacco, including nicotine replacement therapy (nicotine gum or a patch) and counseling, through Washington Tobacco Quit Line.

View the ["Stick it to Kick it" Web page](#).

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

House of Blues concert sponsorship still going strong

Fifteen youth from STAT (Spokane Teens Against Tobacco) were on hand as street team members for the Destiny's Child concert on September 7 at the Spokane Arena. This was the first concert held in Spokane as part of the *TobaccoSmokesYou.com* concert series with the House of Blues. The street team members handed out 2,500 "Tobacco Smokes You" slap bracelets, as well as prevention and cessation messages as concertgoers arrived at the Spokane Arena. They also received 215 entries for the Ultimate Rock Flight Experience.



Spokane Teens Against Tobacco members hand out slap bracelets at a Destiny's Child concert.

The local Spokane NBC/FOX affiliate showed up at the event and interviewed members of the street team, and filmed footage of the team handing out the bracelets and interacting with the more than 7,500 folks in attendance.

The purpose of the summer-long partnership with the House of Blues has been to raise awareness about the lethal effects of tobacco and secondhand smoke, providing a counterpoint to the tobacco industry's efforts to recruit and retain smokers by sponsoring concerts.

For up-to-the minute information on the partnership and all remaining concerts, visit www.TobaccoSmokesYou.com or contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Smoke-Free Days of Summer wraps up on high note

The Tobacco Program's *Smoke-Free Days of Summer* promotion with Clear Channel radio stations in Washington closed out with a flurry of activity. In August, hundreds of kids signed up for four \$500 shopping sprees from Old Navy; winners will be announced in mid-September and their names will be posted on UnfilteredTV.com. "Sticker Stops" and live radio remotes were held in Seattle, Spokane, Yakima, and the Tri-Cities. A report on the total outreach and effectiveness of the campaign is being developed by GMMB, the Tobacco Program's public relations agency.

For more information contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Resources



Resource center offerings expand

The Tobacco Prevention Resource Center, now managed by Educational Service District (ESD) 112 in collaboration with the eight other ESDs across the state, continues to expand training and technical assistance offerings.

The resource center's redesigned Web site, www.tobaccoprc.org is continually updated with new trainings, from workplace technical skills to topics such as *Why Can't We All Just Get Along? Multi-generational Communication in the Millennium Workplace*. An online technical assistance request form provides users with a convenient way to request specialized assistance to improve tobacco prevention efforts.

For more information, visit www.tobaccoprc.org or contact Sheryl Taylor at 360-750-7500, ext. 266, or sheryl.taylor@esd112.org.

Tobacco Quit Line video available

A new four-minute Tobacco Quit Line video has been distributed to all Tobacco Program county tobacco coordinators. The goal of the video is to help you educate your community about the quit line – what it can do for those who currently smoke, and how they can use this free service. Highlights of the video include:

- Quit line information – what it is and how it works.
- How cessation specialists create individualized quit plans for each caller.
- Footage of cessation specialists at work.
- Sound bites from Secretary of Health Mary Selecky and a cessation specialist.
- Comments from a cancer survivor recommending the quit line.

A full list of suggested uses for the video was included in the cover letter sent with the videos. If you have any questions, or need additional copies, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Tobacco Prevention & Control Program Clearinghouse

360-236-3966
tobacco.clearing@doh.wa.gov

New clearinghouse items available to ESDs

The Tobacco Clearinghouse is offering UnfilteredTV.com rulers and pencils to Educational Service Districts. Once the distribution to the ESDs is complete the materials will be available to other tobacco prevention coordinators.

Several of the items on the Clearinghouse Web site can now only be ordered through Jennifer Dodd, Clearinghouse coordinator. To order special items or for more information, contact Jennifer at 360-236-3966 or jennifer.dodd@doh.wa.gov.

Online Newsletters*

[Tobacco Free Press](#) – Tobacco Control Network

[Streeththeory](#) – American Legacy Foundation’s youth site

[Preventing Chronic Disease](#) – Centers for Disease Control’s online e-journal (click on subscriptions)

[O₂ magazine](#) – Teen Media Futures (educates youth on the issues and industry targeting; located on the unfilteredtv.com site)

[TTAC Exchange](#) – Tobacco Technical Assistance Consortium

Other Online Resources*

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association of Washington – www.alaw.org/tobacco_control/

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media, University of Washington/Washington Department of Health – www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org

**Links to external Web sites are provided because they may contain relevant information and resources. These Web sites are not maintained by the Department of Health and the Department takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the sites.*

Linked external Web pages are routinely monitored by the Department for materials that advocate for political outcomes. If you find any materials on a directly linked Web page that advocates for, or against, any political candidates, ballot measures, or referendums, please [contact us](#) immediately so that the link may be promptly removed.